

Dear Partner,

We hereby have the pleasure of inviting you to a unique opportunity to participate in the new global conference “Excellence Summit” which is scheduled to take place for the first time ever on Sept. 11-12 in Gothenburg, Sweden, with a welcome reception in the evening on Sept. 10. You can find more information on speakers, venue and program at the website of the conference; <http://excellencesummit.se/>

As you can see, the conference has a truly global reach with partners like) International Academy for Quality (IAQ), American Society for Quality (ASQ), China Association for Quality, Union of Japanese Scientists and Engineers (JUSE) and several Swedish Quality Associations. The Swedish Quality Management Academy acts as the academic partner and the program is a mix of global leaders as well as leading academicians.

It is a unique truly global effort on Quality and Excellence, brought together as a concept and conference and that is why we hereby would like to offer participation to yourself! Do not miss this opportunity!

We offer participation a 20% lower than the std. participation fee when you register at the website of the conference ( <http://excellencesummit.se/> ) using the registration code; **SUMMIT2018**

We should also mention that participation in the conference offers a possibility to indirectly see Gothenburg sights and its fantastic archipelago! If you and your colleagues coming would like to take the chance to arrange specific parallel meetings during the conference or have other questions, requests or ideas, please do not hesitate to contact us.

We hope that you, your colleagues and other contacts will find this of very high interest to participate.

Welcome to Gothenburg, Sweden!

**Dr. Lars Sörqvist**

President, Sandholm Associates AB

Associate Professor, Royal Institute of Technology (KTH)

Vice President, International Academy for Quality (IAQ)

Phone: +46 8 755 59 90

Cellular: +46 70 395 24 84

[www.sandholm.se](http://www.sandholm.se)